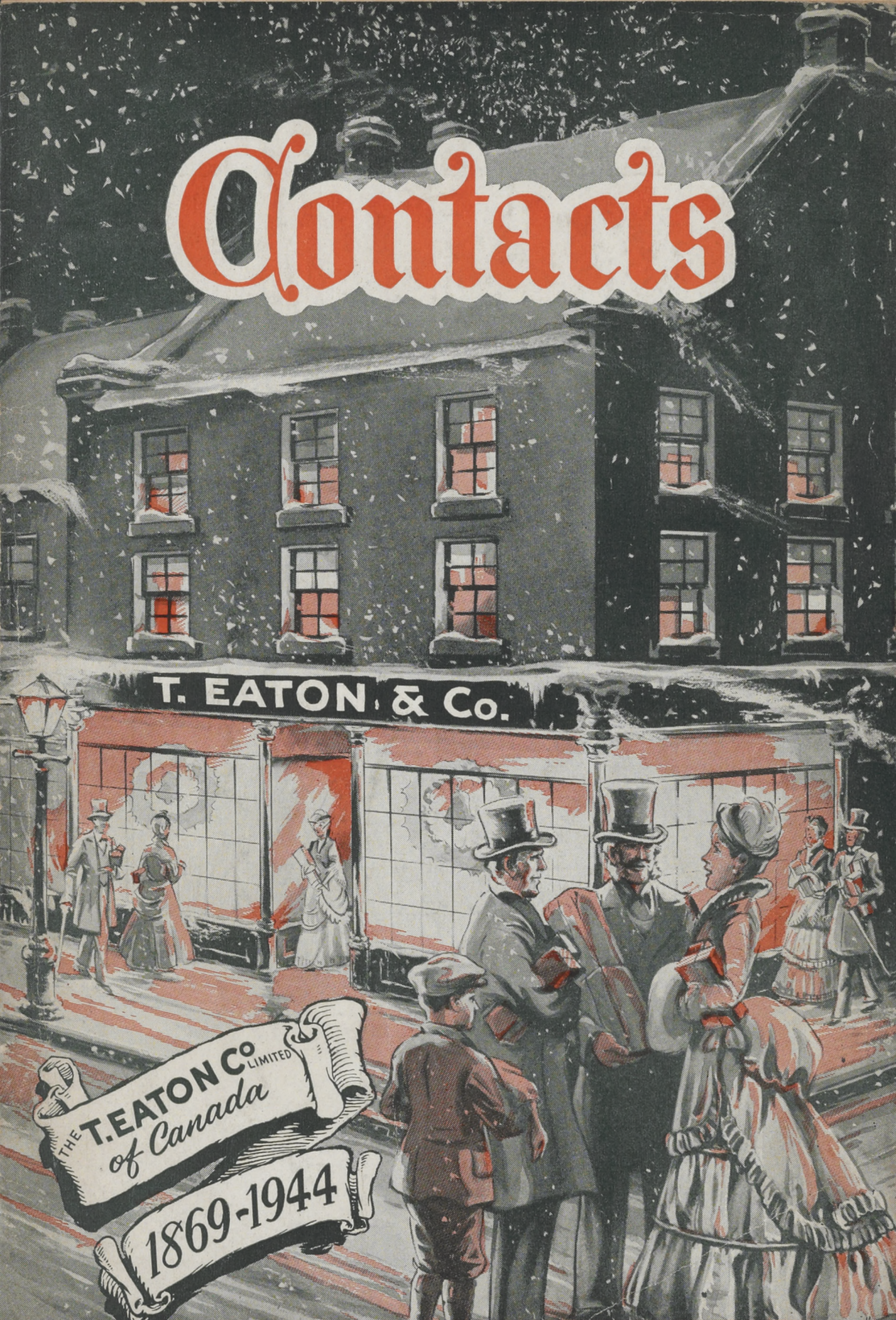
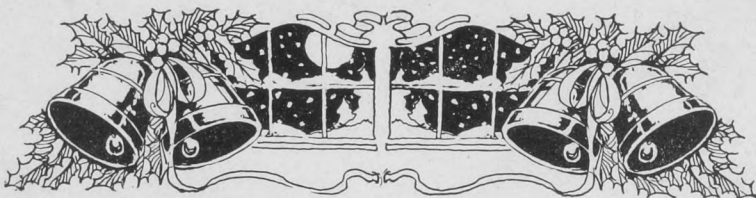


Contacts



Winnipeg December 1944



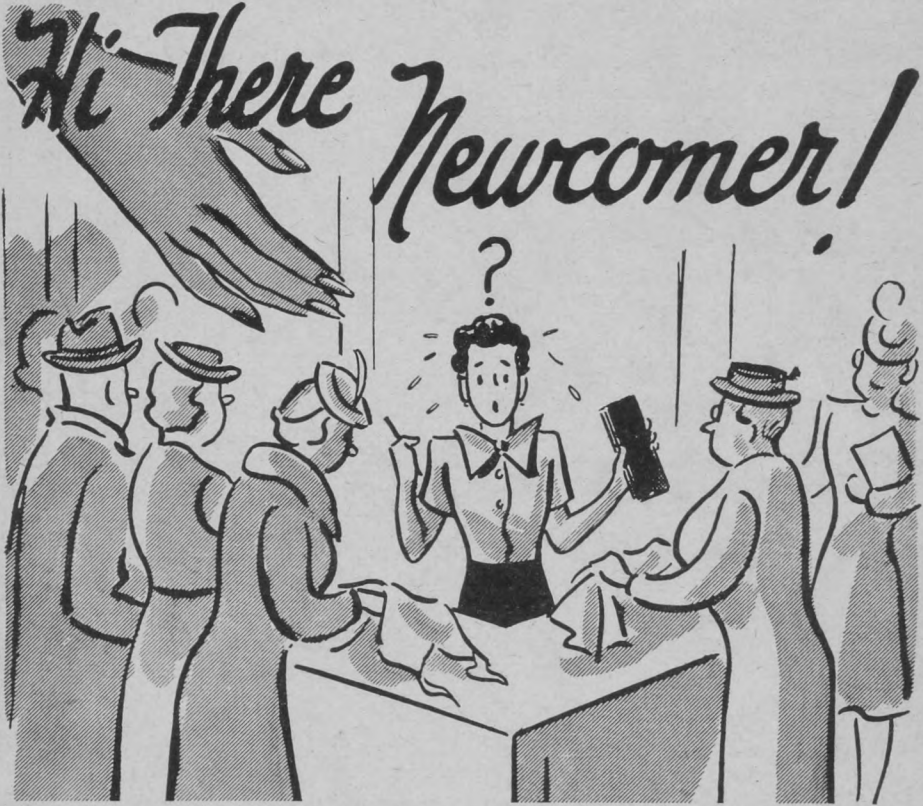
Christmas Locations

INFORMATION BUREAU.....	2nd Floor, Donald South
INFORMATION BUREAU AND WAR SAVINGS	
STAMP BOOTH.....	Main Floor, Portage West
TOYLAND.....	Hargrave Annex
CHRISTMAS CARDS.....	2nd Floor, Centre
CHRISTMAS TREE DECORATIONS.....	Toyland
CHRISTMAS TREE LIGHTS AND	
WREATHS (Electrical).....	7th Floor, Donald
SLEIGHS, WHEEL GOODS, BABY CRIBS,	
CHILDREN'S ROCKERS AND	
HIGH CHAIRS.....	5th Floor, Hargrave South
50c TO \$2.00 SECTION.....	2nd Floor, Centre
BAZAAR.....	3rd Floor, Centre
GIFT COURT.....	6th Floor, Portage
ELECTRIC REFRIGERATOR SECTION	
.....	7th Floor, South
ELECTRIC WASHING MACHINES	
AND VACUUM CLEANERS.....	7th Floor, Donald
ELECTRIC RANGES.....	3rd Floor, Donald
SHOPPING SERVICE AND	
CHRISTMAS TREE SERVICE	
.....	6th Floor, Hargrave South
POST OFFICE.....	2nd Floor, Donald South
TRANSFER OFFICE.....	2nd Floor, Donald South
TAKEN TRANSFERS.....	Hargrave Annex
CHECKING OFFICE	Hargrave Annex
ADJUSTING BUREAU.....	Main Floor, South
FUR COAT CHECKING.....	2nd Floor, Portage
CHRISTMAS GIFT	
HANDKERCHIEFS	2nd Floor, Centre
HOME FURNISHINGS,	
ECONOMY SECTION.....	7th Floor, Centre

*Violet B. Simmons
718 Hayfield St
Winipeg R3G2M5
7748989*

Contacts

DECEMBER 1st, 1944



From Basement to Roof We Welcome You to Eaton's—The Friendly Store!

Do you feel somewhat bewildered? Just a wee bit "lost?" As though you were standing on the street corner in a strange city, watching the milling throng . . . and not one familiar face? **Forget it!** You'll find Eatonians a friendly, understanding crowd, eager to help you and make you feel at home. Indeed, many life-long friendships have been developed here at Eaton's during this bustling period of Christmas shopping. When something crops up that you don't understand, ask questions of your sponsor—she'll welcome them, because curiosity is the best teacher.

So good luck to you, Miss Newcomer, and may your sojourn at Eaton's prove one of the happiest experiences of your life!

OVER NINE MILLIONS . . .

Eatonians Across Canada Topped Objective in Seventh Victory Loan. Winnipeg and Western Stores Subscribed \$715,000 . . . The President Expresses His Appreciation

Now in the sixth year of the war, as our big guns batter the last stronghold of the Nazis and Hitler's once swaggering hordes are falling back by inches, it is good to know that when our boys come home we can look them in the face and say: **"We backed you to the limit!"**

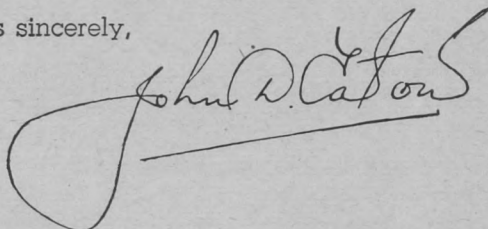
When Canada launched the Seventh Victory Loan (the one so badly needed for a knockout blow), Eatonians from Halifax to Vancouver answered to the tune of \$2,317,550. To this the Company added its own subscription of \$7,000,000—making a total investment of \$9,317,550. True, these facts are no longer news, but they are a proud record to remember.

A MESSAGE FROM THE PRESIDENT

In connection with the Seventh Victory Loan campaign, which has just closed:—

It has given me a great deal of satisfaction to see the results which Eatonians in all branches have achieved, and I would like to take this opportunity of expressing my appreciation to all for the magnificent totals which have rolled up.

Yours sincerely,

A handwritten signature in dark ink, reading "John D. Eaton". The signature is written in a cursive style with a large, sweeping initial "J".

Here in Winnipeg many departments were subscribed 100 per cent before the first week of the drive was over, while our total subscription of \$512,100 topped its predecessor, the Sixth Victory Loan, by the substantial margin of \$76,000! A fine job of work by all concerned, one that received appreciative comment by local Victory Loan and National War Finance officials.

One of the most outstanding contributions to the success of the loan in Manitoba was that of Mr. Moray Sinclair, who, loaned by the Company, was chairman of the public relations section for the province. In charge of publicity, radio and special events, Mr. Sinclair gave unstintingly of his time, talents and experience.

Finally, a Cheer for Our Canvassers!

Because of the anticipation of an early victory, the canvassers were prepared to encounter some slackening of interest. But instead, they found Eatonians ready to go all out for the knockout, and in many cases they sold "one more than before!" And now may you canvassers enjoy the two-day holiday granted by the Company for the success that crowned your efforts!

... INVESTED IN VICTORY!

LETHBRIDGE FIRST OVER THE TOP AGAIN!



Noon-day scene outside of Eaton's, Lethbridge

The hats of all Canadians are doffed again to the little city of Lethbridge, Alta. first in the Dominion to go over the top in the Seventh Victory Loan! Lethbridge reached its objective after only three days of Canvassing! **"The staff of our Lethbridge store did even better than that,"** writes Mr. E. C. Davis, store manager. "At noon on October 23rd the Lethbridge store staff was presented with the Victory Loan pennant. Ninety-nine per cent of the staff bought bonds. The quota was \$10,000, but we went over the top with a total subscription of \$13,500 **before the Victory Loan drive actually opened!**"

Eaton's, Lethbridge, was the first payroll to top its objective. Mr. Davis enclosed a letter from the national war finance committee of Alberta congratulating the staff and eulogizing the store for its magnificent decorations and window displays.

* * * *

Winnipeg staff adds its congratulations to our fellow Eatonians of Lethbridge for this signal achievement!

* * * *

EATON'S, PORT ARTHUR, HAS ENVIABLE RECORD

Mr. W. T. Thomson, manager of the Port Arthur store, writes to tell us with great enthusiasm that they have just completed a very successful Victory Loan campaign—total applications, \$14,850.00. This was 106 per cent of their objective and is the largest amount ever subscribed by Port Arthur employees. Ninety-two of the staff bought bonds; five of the lads on active service subscribed to the amount of \$550.00. Eatons, Port Arthur, was the first organization in Port Arthur to go over the top. Well done, Eatonians!

WELCOME HOME, LIEUT.-COL. COWLEY!

After four and a half years overseas, Lieut.-Colonel Frank N. Cowley returned home on November 26th. A veteran of the last, in this war the colonel was deputy chief paymaster for the Canadian troops overseas, and spent much of his service in the Mediterranean.

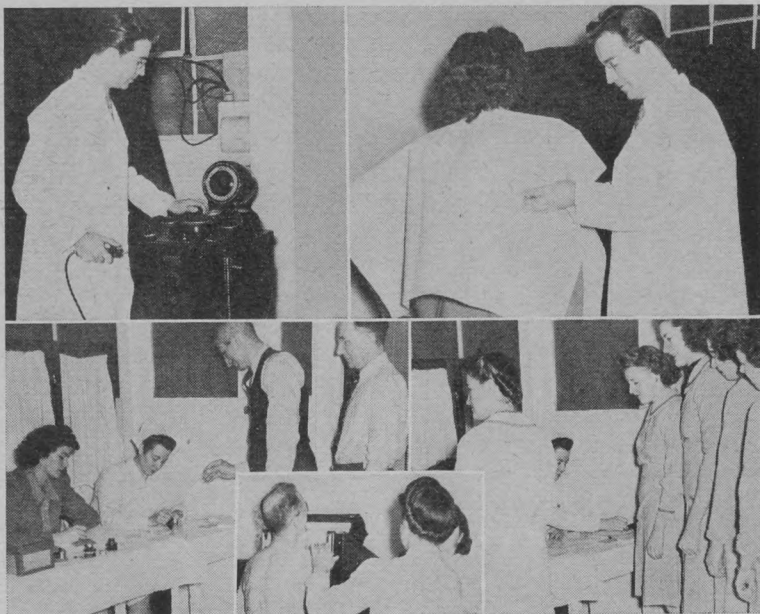
When his train pulled in, our general manager, Mr. R. S. McCordick, and other Eaton men were on hand to greet him. Mr. Cowley's staff of the sporting goods department and a legion of Eatonians will join in saying **Welcome home!**

"HEALTH ALONE IS VICTORY..."

Eatonians Co-operate Wholeheartedly With City Health Department's Anti-Tuberculosis Campaign

Ill-health, of body or mind, is defeat . . . Health alone is victory.
Let all men, if they can manage it, contrive to be healthy."

—Sir Walter Scott.



Top—X-ray Technician James Zayshley takes a picture. The plate will be analyzed and employee advised of result.

Lower—Registration by Nurse Robina Campbell (Eaton nurse), assisted by Mrs. B. Rohn (city health department).

Inset—Check your chest, sir? It only takes a moment!

National fitness—or keeping fit on the home front—is the least we can do in support of our boys on the fighting front. The splendid response of Eatonians to the recent anti-tuberculosis campaign, with its free examination, shows that they are taking a serious interest in preventative measures available. Sponsored by the Company, under the direction of the city health department, an X-ray clinic was established in November on our own premises. In the first week over 1,200 Eatonians had chest X-rays taken, and as we go to press some 240 are being X-rayed daily.

"An Ounce of Prevention . . . "

The pictures are then sent to Ninette Sanitarium and, after being "read," are returned to the department for issuing to the individual employee. This check enables one to assure himself that he is fit—or, if remedial measures are necessary, to take prompt action and consult a physician.

"The groundwork of all happiness is good health."

HONOURABLE MENTION

The following letter was sent to **Mr. Hugh MacDonald** (drivers), brother of Mr. Norman MacDonald (mail order merchandise). Hugh has been an Eaton driver on the Transcona route for a number of years and is very active in our annual safe driving campaign.

"Dear Sir—On behalf of the executive of the safety bureau of the Winnipeg Board of Trade, I wish to express our sincere appreciation of

the talk which you gave us on Monday, last. I am certain that your viewpoint as expressed will assist us in our search for practical ways of eliminating traffic hazards in our community.

"Again thanking you for your kindness and efforts, we remain,

"Yours sincerely,

"The Safety Bureau,

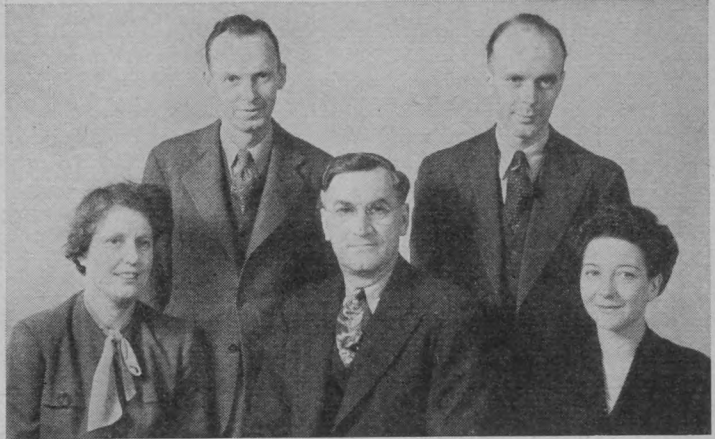
"G P. Shearer, Chairman."

HAVE YOU A SUGGESTION?

Here Is Another Group of Prizewinners!

Front Row—Mrs. D. Aikman, head cashiers, \$10; Mr. A. D. Patrick, drugs, \$5; Miss M. Reid, neckwear, \$10.

Back Row—Mr. H. A. Bell, women's shoes, \$10; Mr. G. H. Thibault, stock audit, \$5.



Have you an idea for increasing the efficiency of your department or that of another? For improving service? And last—but vitally important with Canada at war—can you suggest more ways and means of conserving supplies? Remember, your idea doesn't need to be a "brainbuster"—it's often the simplest suggestion that rings the bell!

Write down your idea now—today—and drop it in the suggestion box. There's one in every time office.

TIPS FOR SPONSORS, 1944

Here's How to Put New Eatonians at Ease and Create a Friendly Feeling

Show a friendly, understanding spirit under all circumstances.

Learn their names immediately.

Introduce them to the "key" people of their section.

Encourage them to ask questions.

To Create Self-confidence and Develop Efficiency

Give adequate instruction. Make it simple, clear and stimulating.

Better to give instruction in small doses that can be well learned in one time.

Give new people a chance to practice on you instead of their first customer.

Praise a good point before criticizing a weak point.

Always give criticism in a way that will not embarrass.

Observe a new Eatonian's performance closely in order to help him or her overcome weaknesses.

Explain any special department system (such as budget plan, depositors' account, cash, etc.).

Encourage them to come to you (or some definite person whom they have met) for instruction on any of the unusual transactions.

Go over the first two (at least) saleschecks of each kind before they are torn out of the

book. It pays to avoid mistakes rather than to spend time later correcting them.

Rule out the question: "Is that clear?" Use the positive approach to start your question: WHAT, WHERE, WHEN, WHO, WHY or HOW. This encourages the new Eatonian to really think rather than guess before answering.

Observe each salesperson's selling technique, particularly during the first few days. Then you can take him or her aside for instruction that will result in day-by-day improvement.

Perhaps One Is Timid?

He needs encouragement. Praise him whenever possible. Relieve his probable fear by being unusually patient and friendly.

Perhaps One Is Excitable?

Draw him aside for a quiet chat. Speak always in a calm tone of voice.

Perhaps One Is Over-Anxious?

If he tries TOO hard, help him to relax and do the job more naturally. Is he impeding his progress by being TOO serious? Treat him with a "lighter touch." This will help him develop a sense of proportion.

A brief perusal of these points will help to lighten the load for our sponsors and also "oil up the machinery" during the busy Christmas shopping season.



HIGH JINKS AT CKY!

Eaton Good Deed-ers Capture Hearts of Studio
Officials at Hallowe'en Party

Only once in a blue moon do you see the quiet corridors of a broadcasting station crowded with rollicking, half-pint pirates, pocket-size cowboys, bewitching little gypsies, wisps of fairies with gauzy wings, white-sheeted ghosts and miniature Aunt Jemimas bulging in the right places with mother's sofa cushions! But such was the picture at CKY studios on Saturday morning, October 28th—the annual Hallowe'en party of the Eaton Good Deed Radio Club. Announcers,

(Continued on Page Seven)



High Jinks At CKY

(Continued from Page Six)

control room men, even stern-visaged executives smiled indulgently as they eyed the little sprites. Pictures on opposite page tell the story.

Invitations to the party were printed on gaily coloured masks and some 250 little ones had the time of their lives! Pre-judging of the costumes was done before the broadcast and final winners were then determined by audience applause.

Highlighting the broadcast was the presentation to six-year-old Billy McDowell of a 15-jewel gold wrist watch for a deed of outstanding merit. The citation stated that Billy had befriended an old man who had lost his way in a rain storm. The old gentleman was soaking wet and cold from falling in a puddle, but through Billy's efforts he arrived home safely.

A bang-up programme of musical numbers and side-splitting stunts by club members was then broadcast—and the jollification ended with a gift of candy to all.

* * *

Now in its sixth season, the Good Deed Radio Club has a record of over 35,000 boys and girls who have enjoyed and profited by its membership. Many of these are now in the armed services, others are in war industries, and not a few are now Eatonians. Thousands of good deeds have been recorded by the membership, ranging from little acts of helpfulness at home to deeds of shining courage.

About the Pictures

Top Row—Left: A few of the charmers. Right: Announcer Kerr Wilson and J. Roberto Wood, musical director.

Centre—Left: Crunch, crunch! Apple-eating contest by three boys and a girl. The girl won by a core! Centre: Announcing the prize-winner, Lynda Vale, a devastating beauty, three years young, dressed as a bride. Right: Piano accordion duet.

Lower—Left: Mrs. J. Roberto Wood directs the girls' choir. Right: More of the young masqueraders.

Howard Heath Makes Hole-In-One

In the presence of four witnesses, two at least of whom are absolutely reliable, Howard Heath, manager of Eaton's at Dauphin, Man., reached into the ethereal dreamland of every golfer's ambition recently to bring down to earth that ever-elusive hole-in-one.



It was a perfect day for a perfect drive. As Howard teed off on November 17th at the Clear Lake course, it was seen he had a good-looking shot, but as the ball hit the green and then rolled up to drop in the cup for the ace, his companions let out an Indian yell to acclaim the good deed.

Then, more soberly perhaps, they each produced a dollar, which in the reckless days of non-expectant holes-in-one they had agreed they would put up should the unbelievable thing occur.

Mr. Heath is the gentleman whose hat is too small this week.

—Dauphin Herald

Quarter-Century-ites Take Note!

"We have just finished reading some 'Contacts' sent to us by a friend. They are so interesting and every word is read from cover to cover. . . . Such a lot of your twenty-five years of service people have been to the coast during the summer! They don't see it at its best. If you want to see Victoria, see it in the spring. To me, March, April and May are the nicest months of the year. Daffodils, tulips, hyacinths and wallflowers are all growing outside and the fruit trees are in blossom. There's an avenue of Japanese plum trees all in bloom (pink blossoms) in March."

From Mrs. E. Wheeldon,
wife of a retired Eatonian.

I love the Christmastide and yet,
I notice this each year I live:
I always love the gifts I get,
But how I love the gifts I give!

Don't Be a (Last) Minute Man!

Tuesday, December 5th, is the last day of the special discount on Employees' Christmas Shopping. This year, more than ever before, please do your Christmas shopping early!

And—to help the overtaxed postal staff, in the spirit of Christmas let us mail our cards and parcels **before December 19th.**



"BRIEFING" THE SPONSORS

Christmas Sponsors Guests of Assistants' Association at Annual Rally



Started in 1939 as an experiment by the Assistants' Association, the Christmas sponsor unit comprised but a small group of experienced employees. The idea proved a magnificent success, however, and today our sponsors are a crack corps of 155 Eatonians. Specially selected for their qualities of heart and mind as well as their experience, the sponsors are guiding and helping hundreds of new employees through the hectic period of Christmas shopping. A few scenes are pictured here from the annual dinner held in the grill room on October 30th, when the sponsors were guests of

* * * *

(Continued on Page Nine)

Top Row, left to right—"Mr. Chairman . . ." Geo. Robinson, assistants' president; Mr. L. G. Croft, secretary, reads sponsors' names as Mr. Scrivener presents emblems to Mr. W. J. McKerchar, drugs, and Mr. T. R. Bennett, jewellery.

Second Row—Miss N. King (always a sponsor) receives the juvenile department's emblem. Mr. Gilbert M. Eaton, director, a keen observer. Miss K. M. Kerr, Mr. Sam Fleming, vice-president Assistants' Association.

Bottom Row—At left, Miss Rose Eastoe, yard goods, and Miss Bjorg Peterson, patterns; and at right, Miss Lillian Fairly, gloves. All receive their department's emblems from Mr. Scrivener with a hearty handshake and an added bit of pleasantry. (Sorry we hadn't space for more pictures.—Ed.)



COURTESY CONTINUES TO "CLICK"



Front Row, left to right—Mrs. F. Joba, grocery order board; Mrs. H. Ellerbeck, boys' hats; Miss N. Yeddeau, stationery; Miss V. Sundberg, stationery phones; Miss J. Donald, gloves and hosiery.
Back Row, left to right—Mr. J. Todd, basement store; Mr. C. Ives, sporting goods; Miss H. Karlsen, lingerie; Mr. A. Eamer, wallpaper; Mr. C. Pearce, beauty shops.

More Courtesy Prizewinners Who Are Following Through

The smiling faces you see in the picture are those of still more Eatonians who, in these days of wartime strain, are maintaining morale by giving "service with a smile." The recent courtesy campaign **did** bring an extra harvest of sunny smiles—all over the place. Also little acts of courtesy and thoughtfulness that brightened many a shopping experience. Even a "sourpuss" can learn to indulge in courtesy and cheerfulness. It's like rolling a snowball—a little bit at first, then the next thing you know you've got a king's size!

"Briefing" the Sponsors

(Continued from Page Eight)

the Assistants' Association. Mr. Gilbert M. Eaton, director, was a guest of honour and followed the proceedings with keen interest. Mr. G. W. Robinson, assistants' president, was chairman.

As principal speaker, Miss K. M. Kerr, educational office, addressed the gathering from a wealth of experience in staff training. Her address was packed with helpful advice and golden opinions that all will remember.

Inspiring addresses also were given by Mr. Scrivener, superintendent, and Mr. A. D. MacDonell, staff superintendent, in appreciation of the valuable work being done by the sponsors.

And the Night Was Still Young!

Presentation of sponsor emblems to various department representatives by Mr. Scrivener followed. And then, though packed with interest and educational discussion, this evening was all over at 8.15 o'clock! Proving that it takes Eatonians to get things done.



You'll save Santa Clause grief and sustain the Christmas spirit if you will follow these three simple rules when writing a sales check:

1. Write clearly and distinctly without flourishes.
2. C.O.D. checks must be made out correctly, especially the correct amount to be collected by the driver.
3. Always repeat the address back to the customer.

By observing these simple regulations, tempers become tax-free and costly errors are avoided.

CONGRATULATIONS, OLD TIMERS!

"Old books, old wine, old Nankin blue—
All things, in short, to which belong
The charm, the grace that Time makes strong—
All these I prize, but
Old friends are best!"

—Entre Nous.



Christine Hermanson Honoured on Thirty-fifth Anniversary

The morning of November 2nd will be one of the happiest memories of Christine Hermanson (mail order correspondence), who on that date celebrated thirty-five years of service with the Company. The picture above gives some idea of the ovation Miss Hermanson received from her host of friends throughout the mail order.

As a token of affection her department presented Christine with a lovely gold locket and ear-rings, while she also received many individual gifts from admiring friends.

Showered with congratulations all day, in the evening a party was held for our "heroine" at the home of Phyllis Stalker, when Miss Hermanson was presented with a pen and pencil set, and also a writing case. And so congratulations to another Winnipeg-born, young old-timer!

* * * *

Forbes Milne Has Thirty-fifth Anniversary

Known to all his friends as "Forbie," Mr. Forbes W. Milne, head of engineering maintenance and delivery at Edmonton store, completed thirty-five years with Eaton's on November 15th. "Forbie" was born in Aberdeenshire, Scotland, where he worked on the railway. Coming to Canada, he farmed in Manitoba for about a year and then joined Eaton's, Winnipeg, in 1909. When the Company took over the Ramsay store at Edmonton, Mr. Milne was sent to the northern city in January, 1929.

"Forbie," who is an enthusiastic golfer and curler, has a legion of old friends throughout the west who join in saying "Hearty congratulations!" (On going to press, Mr. Milne's photograph had not been received, but "Contacts" is still hoping.—Ed.)

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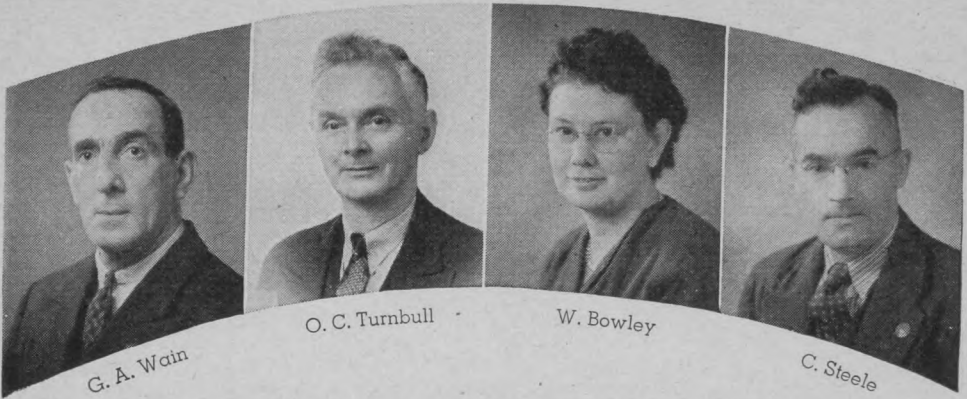
Thirty Years With the Company

Three decades with Eaton's and still going strong is the following foursome:

November 2nd—**William J. Reid**, men's furnishings, mail order; November 4th—**William Bucham**, group supervisor, stationery; November 11th—**Albert Christie**, garage; November 25th, **Alfred Cortens**, drivers.

18th Armoured Car Regiment Endows Ward In Children's Hospital

A war memorial of practical use to humanity was made possible by funds raised through voluntary contributions of officers and men of the 18th Armoured Car Regiment, overseas. A ward in the Children's Hospital has been endowed for the benefit of children as a permanent memorial. Eatonians now serving with this regiment are Major Gerry Pryce, Lieut. Charles Henry, Lieut. Tommy Hill, Lieut. Roy Firth, Lieut. J. Lindsay, Sgt. George Cumber, Sgt. Dash and many others. The opening ceremony took place November 23rd, with Premier Stuart Garson officiating.



QUARTER-CENTURY HONOURS

"A time like this demands strong minds, great hearts, true faith and ready hands . . . men who live above the fog in public duty and private thinking."

—"The Day's Demands"

In the midst of the sixth Christmas shopping of the war, with its mingled problems of wartime shortages and auxiliary staff of willing but unseasoned people, we pause to salute another group of Eatonians who have joined the Quarter-Century Club.

These and countless other long-serving Eatonians are loyally "holding the fort" while hundreds of our younger Eatonians are in the armed forces. Congratulations, everybody!

George A. Wain—October 27th. Born in London, England. Has always been employed in the engineering department. That seems to be his first love, as he served with the Canadian Engineers in the last war. Has three children, one son, Ernest, in the R.C.A.F. as an aero-electrician. Mr. Wain says his hobby is gardening.

Oswald C. Turnbull—November 4th. Born in London, England. The first and only department in which he has been employed is the meats. Was wounded while serving overseas as a sergeant with the 44th Battalion during the first world war. Mr. Turnbull is married and has three children. One son has served three years overseas as a flying officer in the R.C.A.F. Mr. Turnbull's hobby is woodworking and this has paid good dividends as he once received fifty dollars for an invention in this line. Mrs. Turnbull was once an Eatonian also.

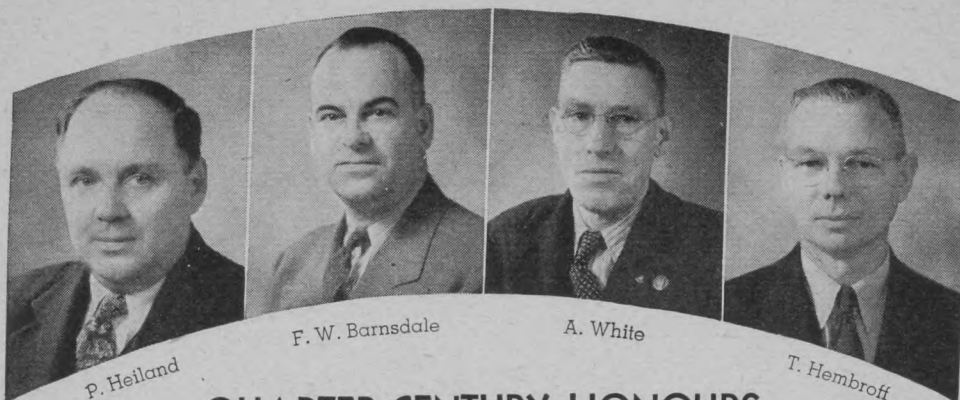
John Wylie, Edmonton, Alta—November 13th. Born in Paisley, Scotland. Came to Edmonton at the tender age of eight. Was with Ramsey, Ltd., when The T. Eaton Co. Limited took over. When the Edmonton store had horse delivery Mr. Wylie was a driver. Since that time he has been employed on the elevator staff. Mr. Wylie speaks the Cree language. He was in San Francisco at the time of the earthquake. He has three sons—Jack, Bob and Earl—all on active service. His fourth son Alex, was killed in action in Italy.

Winnifred Bowley—November 4th. Born in Whitwick, Leicestershire, England. Has served in two Eaton departments—mail order money returns for four and a half years, and mail order women's and misses' suits and coats for over twenty years. Winnifred's hobby is fancy work. The department presented her with a handsome vanity dresser set as a memento of the occasion.

Charles Steele—November 10th. Born in Ayrshire, Scotland. Came to Eaton's picture workroom in 1919 and liked it so well he remained there for twenty-five years. Served in France during the first world war with the 27th Battalion. Mr. Steele is married and has one son now in Vancouver, who has just been discharged from the R.C.N.V.R. Mr. Steele wishes to take this opportunity of thanking the department for the gift of a very fine Gladstone bag presented by Mr. N. Forbes, which, he says, he hopes to make use of in the very near future.

Myrtle Young—October 27th. Born in Elgin, Man. Came to Eaton's on October 27th, 1919, to work on the mailing lists. A luncheon in Miss Young's honour was held on Saturday, October 28th, at the Marlborough Hotel. The department presented her with a cedar chest.

Vera Noble—November 3rd. Miss Noble is on the D.A. office staff and celebrated her quarter-century with the Company on November 3rd. All day long she was the recipient of congratulatory messages and personal gifts from friends. The department presented Vera with two beautiful Dresden figurines.



QUARTER-CENTURY HONOURS

Philip Heiland—November 10th. Born in Saratov, Russia. Started in Eaton's printing plant on November 10th, 1919, in the electrotyping room and has spent all his twenty-five years there. Mr. Heiland's hobbies are golf in the summer and bowling in the winter. He is married and has two children.

Frederick W. Barnsdale, group supervisor, children's wear. Mr. Barnsdale first joined the Company in February, 1916—in his sixteenth year. In February, 1919, he left the service but returned to the fold on November 11th, 1919.

During his quarter-century with Eaton's, "Barney" (as he is known to a legion of friends) has had valuable merchandise experience with various city and mail order departments. Finally, in July, 1933, when assistant manager in the basement store, he was promoted to his present position.

Highly regarded by the trade as well as his business associates, Mr. Barnsdale enjoys the all-round respect and affection of his staff in whose welfare he takes a keen interest from young to old. Born at Stratford, Ont., like his father who before his death was a veteran Eatonian, "Barney" is an ardent horticulturist. Mrs. Barnsdale also was an Eatonian (mail order millinery). They have five children and the eldest son, Bruce, is now fighting overseas.

To mark his "big day" a breakfast party was held in Mr. Barnsdale's honour, during which he was presented with a fitted travelling case by his staff, Mr. Bob Binkley doing the honours, while a bouquet of twenty-five lovely roses was sent to Mrs. Barnsdale. A glowing tribute to Mr. Barnsdale's service was made on this occasion by our superintendent, Mr. B. C. Scrivener.

Helene Coinner—October 29th. Born in Winnipeg. Started with Eaton's in mail order exchange, then to mail order complaints, finally transferring to the shopping service. Helene says she has picked an idyllic spot on the west coast where she plans to spend her long holiday. Curling and golfing are her hobbies. She curls with the Eaton team. Many lovely gifts were received by Helene on the big day, including a pen and pencil set from the department.

Andrew White—November 13th. Born in Govan, Scotland. Came to Eaton's delivery department first; is now with the despatch. Served overseas with the 16th Battalion, Canadian Scottish, 1914-1919. Was wounded in May, 1915. Mr. White has two sons, one serving as a corporal with the R.C.A.F., who was with Eaton's paid returns before joining up. Mrs. White was the former Margaret Coughlan, of 116 department. A travelling case was presented to Mr. White by the department.

Thomas M. Hembroff—November 24th. Born in Gladstone, Man. Has worked in mail order sporting goods for a quarter of a century. Was a sergeant in the 1st Battalion and Fort Garry Horse; wounded while serving overseas. Mr. Hembroff has one son who is blind, a fine, intelligent boy with a brave spirit. His blindness is no handicap as he is a splendid typist. Mr. Hembroff is a member of the Veterans' Guard (reserve).

Arthur C. Wright—November 5th. Born in London England. Started with Eaton's in the mail order drug department, where he still remains. During the last war he served overseas with the 43rd Camerons Battalion and was a prisoner of war for twenty-three months. Mr. Wright is married and has two daughters, one at home and one formerly in mail order exchange, now with the Royal Air Force delegation in the U.S.A. Mrs. Wright was the former V. Robie, of mail order ribbons and laces.

Hobbies: Golf—was winner of H. M. Tucker trophy in 1938. Captained the Eaton cricket team for seven years. Likes bowling, too. Was presented with a lovely tri-lite lamp by the department. Mrs. Wright received twenty-five gorgeous roses.

Robert Torrance—November 21st. Born in bonny Scotland, the land of the haggis and the heather. Has been in the printing department for the twenty-five years with Eaton's. Was lucky enough to marry an Eatonian.

WINTER FAIRYLAND

Out of the bosom of the Air,
Out of the cloud-folds of her garments shaken,
Over the woodlands brown and bare,
Over the harvest-fields forsaken,
Silent, and soft, and slow,
Descends the snow.

—Longfellow

ALL THIS AND SANTA CLAUS TOO!



QUARTER-CENTURY HIGHLIGHTS

- A—George W. Robinson, head of department, mail order exchange.
 B—Myrtle Young, mailing lists.

- C—Helene Coinner, shopping service.
 D—Arthur C. Wright, mail order drugs.
 E—William E. C. Hurlburt, editor "Contacts."

George W. Robinson, head of department, mail order exchange. Although always a mail order man the genial Mr Robinson, by virtue of his keen interest in store and staff activities, has equally as many friends and admirers on the "city" side. Winnipeg born, he joined the Company on October 29th, 1919. Served in the mail order complaints and mail order files, but mostly with the exchange department, to which he was appointed first assistant in 1940, and head of department in August of this year. "Robbie" served with the 27th Battalion in the last war; was wounded at Kemmel Hill on

January 16th, 1916, and lost an eye. Rising from the ranks, he finished as a staff lieutenant at headquarters, London.

He is married, has two daughters, while his son is serving with the infantry. A fluent speaker with a keen sense of humour, Mr. Robinson has served on many store committees and is president of the Assistants' Association. He is also past president and a pioneer member of the big Eaton Bowling League.

The picture (at A) shows "Robbie" admiring the water colour, "Fisherman's Cove," by the British contemporary Lee Hanky, a quarter-century gift from his associates.

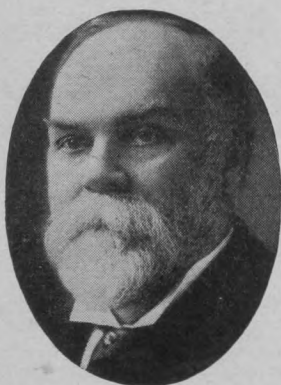
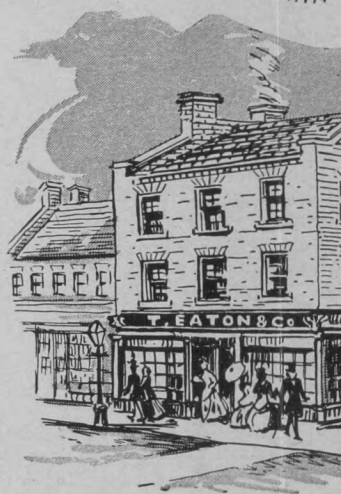
75 Years

On Friday, December 8th, The T. Eaton Co. Limited of Canada will celebrate its diamond jubilee . . . seventy-five years of growing up with Canada . . . of bringing to Canadian homes the best values in merchandise obtainable, in faithful adherence to the founder's fundamental principle: **"The greatest good to the greatest number."**

The story of our Company's birth and development — from a modest little store boasting four employees, to a nation-wide institution — is a familiar one to most Eatonians. Over the years it has been told many times in these pages.

Briefly, it is the story of a young Irishman of high ideals who had some startling new theories about business and the courage to see them through. Who dreamed great dreams of expanding his business, yet kept his feet firmly on the ground and lived to see the realization of his dreams.

In Timothy Eaton's small store in Toronto on December 8th, 1869, was laid the foundation of all that was to follow after. With his established principle of "satisfaction or money refunded," his high ideals, creative imagination and keen judgment, he



Timothy Eaton, founder of The T. Eaton Co. Limited. A warm-hearted, kindly man of high ideals and a great Canadian, who contributed much to the betterment of humanity. He passed away on January 31st, 1907.



Sir John C. Eaton, son of the founder, who succeeded his father as president on January 31st, 1907, and who graced that office with memorable distinction until his death on March 22nd, 1922. He was knighted for his contribution to the Great War of 1914-1918.

Serving Canada

built the largest retail business in the British Empire and became one of the greatest Canadians of his time. Those who took the helm thereafter faithfully followed the course he had charted so magnificently and upheld his great traditions.

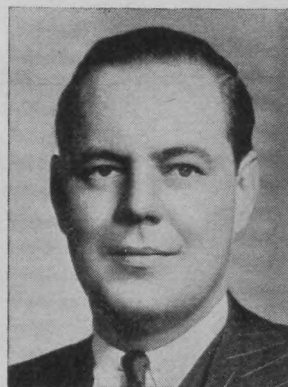
The "human touch" is a tradition of the founder's that is ever present in our Company-employee relations. Timothy Eaton, remembering the stern, slavish years of his own apprenticeship, always kept the welfare of his employees close to his heart. He pioneered early closing, improved working conditions, and constantly sought to encourage and reward his staff for work well done.

Today ours is a great family of 32,000 employees across Canada, with 5,183 now in the armed services. Yet despite our numbers we are not looked upon as cogs in a machine . . . but every Eatonian is regarded as a personality with ambitions, feelings and special abilities.

We work together in a nation-wide organization . . . which, as such, must have system . . . but the system is transfused with comradeship and loyalty to each other.



Mr. R. Y. Eaton, nephew of Timothy Eaton, who took over the presidency on the death of Sir John Eaton on March 22, 1922. He retired in January, 1943, after forty-five years of distinguished service with the Company, during which time he rose step by step to the top.



Mr. John D. Eaton, our president today. Son of Sir John Eaton and grandson of the founder, Mr. Eaton is thus the third generation to grace the presidency. He was elected president on the retirement of Mr. R. Y. Eaton. Though young in years, Mr. Eaton has had a thorough training and wide experience in practically every branch of the Company's activities. He also possesses qualities of heart and mind that ably fit him for his great responsibilities.

SAFE-DRIVING AND EFFICIENCY COMPETITION OFF TO A FLYING START

Last year's record of only seven chargeable accidents with no personal injury is going to be enthusiastically challenged according to reports. The annual campaign commenced November 1st, 1944, and will operate until the end of April, 1945.

SOMETHING NEW HAS BEEN ADDED

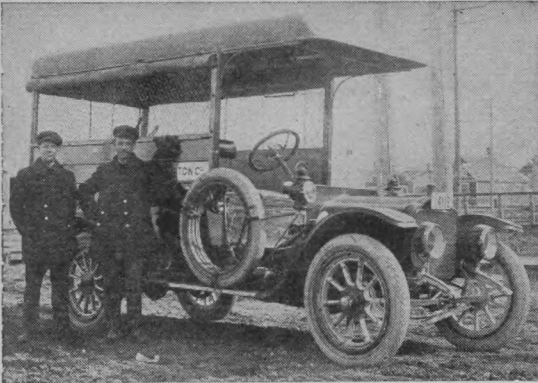
To stimulate additional interest, without detracting from the all-important idea of SAFETY, the store safety committee is sponsoring periodic inspections to be made by persons outside the delivery department. A section of the prize money will be paid according to their collective findings re driver and truck appearance and efficiency over the six-months period. If the drivers measure up to their excellent standard set in the past, the committee will certainly have difficult decisions to make, for



Eaton's drivers have always sustained the fine tradition of Eaton's care and courtesy throughout the years.

NOW AND THEN

Will you allow us the indulgence of reminiscing for a while? This picture, dear readers, shows what at one time chugged up to your front door to deliver a galvanized iron wash tub, or four yards of cheesecloth. You'll notice that it took two strong, husky men to run it (one of them to push, no doubt). At that, the model shown was a slick, streamlined number compared to "Maggie" the pony that drew the first delivery wagon of The T. Eaton Co. Limited. It was "no fooling" when the time came to polish up **this** wagon, especially when we recall the good old days of Manitoba gumbo—and no paved streets!



Bert Wise (hands behind back) and Harry Legg, Eaton drivers, 'way back when.



Boss Carpenter makes a presentation to Frank Page.



"Four Good 'Men' and True"—Frank Page, Winnie Rogers, Frank Carpenter, Charlie Penton.



Charlie Penton (right) also receives a memento.

CURTAIN CALL

Drapery Department "Decorates" Winnie Rogers, Frank Page and Charlie Penton for Long Service

"The bow cannot always stand bent, nor human frailty subsist without some lawful recreation."

A rousing evening of song, dance, reminiscence and general whoop-de-doo was staged by the drapery department and workroom on Monday, November 6th, in honour of two staff members who have completed thirty-five years with the Company, and a third who would have but for a trip to the altar. As can be seen by the accompanying pictures, the event was a swift-moving success.

Under the happy chairmanship of Mr. F. Carpenter presentations were made to the three honour guests. First to Mrs. Winnie Rogers was given a handbag, then to Mr. Frank Page a pair of pipes, lastly to Mr. Charlie Penton a pen and pencil set. In making the presentation, Mr. Carpenter stressed how each of the three had contributed so much over the years to the life and success of the drapery department.



My dear Mom:

Winnipeg, November 20th, 1944.

I notice by your letter you intend to do your Christmas shopping early. You have no idea how much Eaton's will appreciate it, because the rush now is very heavy and just before Christmas I know it will reach its peak. In some departments girls have to work at night and a great deal of that could be eliminated if our customers would order early. I hope, Mom, you will suggest that to the neighbours when you are talking to them. I am sure they would be glad to help if they realized what it would mean to us.

I am still in the exchange department and I am amazed every day at the number of exchanges—in most cases because the customers have not been careful enough in sending in their orders. I hope, Mom, you spoke to your friends and neighbours about reading the instructions regarding "how to measure" incorporated in the index section of the catalogue. Being accurate in taking measurements also is important. It would help so much to eliminate exchanges and would save the customer a lot of extra trouble, too. Another thing, customers should be sure to state the colour desired and give a second choice of colour because it is very difficult today to get merchandise and to always have a full line of colours in stock.

I don't think I told you that after I had been with Eaton's six months I got a full 10 per cent "K" on regular merchandise. Since the 7th of November we have had what they call employees' shopping nights—Tuesday and Friday after 5.30 p.m.; everything we buy in most departments we get 20 per cent off. Isn't that wonderful? That will end December 5th. The girls told me about this some time ago, so I saved up and I have bought a lovely new winter coat and I saved \$5.00 on it. Eaton's are certainly good to their employees.

I was "called down" the other day—and I know it was coming to me. As you know, Mom, in the mail order building there is an elevator for customers that goes directly to the main floor. Employees are never supposed to go into that elevator before all customers have gone in—I barged in ahead and I was told about it. I guess we all learn by making mistakes.

I had a permanent wave last Saturday afternoon and the girls all say my hair looks so much better. It will be easier to keep looking neat and tidy. A few months ago I opened an account in the store bank, which is located on the third floor. Every Tuesday I deposit a certain amount and that is the way I save up to buy things I want.

I must close now as I am tired. We are working very hard in the mail order—the Christmas rush has started.

With love to you all and write soon,

Your affectionate daughter,

MARY JANE.

EATONIANS IN FALAISE OPERATIONS

Lieut. George Murray, assistant, women's suits and coats, had six casualties out of seven in one of his sections during Canadian military operations at Falaise, France, when three platoons of B Company met terrific fire from mortars and snipers.

Lieutenant Murray is with the Lake Superior Regiment.

From Chief Stoker Jimmy Bonnalls, paint shop, now of H.M.C.S. Hallowell:

"Would you kindly thank the directors, boys and girls of the store through 'Contacts' for the Christmas parcel I received? . . . I am still getting the odd 'Contacts' and really enjoy reading them. Again thanking everyone very much and hoping to see the old faces again in the near future."

TWO FLIGHT LIEUTENANTS



Flt/Lieut. P. Bisskey
Saskatoon Meats and Fish



Flt/Lieut. R. W. Wright, D.F.C., D.F.M.,
Saskatoon Draperies

Flt/Lieut. P. Bisskey enlisted in the R.C.A.F. on October 16th, 1940. He was graduated as a pilot officer and arrived overseas on July 27th, 1941. Since that time he has piloted Tomahawks, Mustangs, Mosquitoes and Spitfires. After completing fifty tours of operation, he was repatriated on September 1st, 1944. He expects to be posted back overseas in the near future.

Flt/Lieut. R. W. Wright, D.F.C., D.F.M., has returned home after nearly three years' service overseas in which he completed sixty-two operational trips over enemy territory as a bombardier on Lancasters. His bombing journeys have included eleven trips to Berlin, daylight operations over Le Creusot and Milan, and many attacks on such targets as Frankfurt, Kiel, Genoa, Essen and Nuremburg. His last trip to Nuremburg was the one on which ninety-six heavy bombers failed to return. He took part in the first three days of the D-day operations with trips to Paris, Amiens, Le Mans and Ghent. His first tour of operations was completed with an R.A.F. squadron and he was attached to an R.C.A.F. Pathfinder squadron for his second tour. He was a member of the crew which flew the first Canadian-built Lancaster to England in September, 1943. In recognition of his services as a bombardier he was awarded the Distinguished Flying Medal in February, 1943, and was awarded the Distinguished Flying Cross this year in recognition of his outstanding record. He is now officer commanding air bombers at No. 5 B. & G. School, Dafoe, Sask. Flt/Lieut. Wright enlisted in November, 1940, and arrived overseas on Christmas Day, 1941.

* * *

SEA GOLF!

Lieut. Herb Pickard, R.C.N., son of Mr. W. B. Pickard, mechanical superintendent, is making a name for himself again. "Pick" is a spare commanding officer with the famous 56th M.T.B. flotilla. A few years ago most people in western Canada knew the name of Herb Pickard as an amateur golfer who showed signs of becoming one of the country's top-notchers. He has carried that skill with him into the navy.

Lieut. Pickard was mentioned in dispatches last January.

On going to press, we learn that "Pick" will soon be home for a spot of leave.

THIS LOOKS INTERESTING!



Here you see **W/O George Walker, R.C.A.F.** overseas, examining a piece of "flak" which his plane collected on a recent bombing mission. George was with the service groceries at Eaton's. Recently he was promoted to pilot officer. Congratulations, fella!

* * *

SEVERELY WOUNDED

One of our boys, **Herbert Caie**, drug department, was recently reported severely wounded at Aachen, Germany. Herb was serving with the Highland Light Infantry of Canada when he was wounded. All your friends around the store are pulling for your speedy recovery, Herb!

* * *

RETURN ENGAGEMENT!



Here you see **P/O E. M. ("Mac") Cooper, D.F.C.** (mail order millinery) with his mother and dad. You saw "Mac's" photo in October "Contacts," but since that time he has been repatriated. He visited his old friends at Eaton's and came to say "hello" to "Contacts" as well. As a navigator he has completed thirty-five trips over enemy territory. When asked how he got the D.F.C. he replied: "Frankly, I don't know." "Mac's" new Scottish bride will be coming to Canada in the near future, he states.

SOUVENIR DE LA GUERRE

What you see here is a reproduction of a card sent to us by **Maj. E. W. Hudson**, Moose Jaw sporting goods, now with the Black Watch in Belgium. It reads:

"The last time I wrote you was from Italy! That was an 8th Army Christmas card. Thought you might like a card that I picked up while passing through Antwerp."

Major Hudson was formerly with the Saskatoon Light Infantry as a second lieutenant and has successfully risen to the rank of major.



* * * *

From **Eric Guile**, mail order sales room, now with H.M.S. Punchen, Royal Navy.

"Dear 'Contacts'—Just a few lines to thank you for sending me 'Contacts,' which have reached me very regularly. It sure is swell to be able to know how things are going in the store. Would you please say 'hello' to my friends and to departments 167, 173 and 159? I am fine myself and hope everyone else is the same. There are a good many Winnipeg boys aboard, including five I used to go with at school.

"We have sure been around since we first were commissioned at Vancouver, and at present having our boilers cleaned over this side, so the ship's company have been granted five days' leave. There is no lack of entertainment, as on an aircraft carrier there is considerable space for movies and for the ship's orchestra to play. If you're not on duty, sleeping, writing letters, the ship's library is available to anyone.

"Will close now, thanking you again."

* * *

Mrs. L. Johnson, provisions telephone order board, is a proud mother these days, and rightly so. Her son, Flying Officer R. E. Johnson, received the D.F.C. overseas recently. He enlisted with the R.C.A.F. in 1942 and, after training at Virden and Dauphin, went overseas as a bomber pilot in 1943. He has completed thirty-seven operational flights.

* * *

Flt/Sgt. J. C. McMullen and Mrs. McMullen dropped in to "Contacts" office to say "hello" recently. Sgt. McMullen was with the engineering department of the store before joining the R.C.A.F. His headquarters are in Calgary.

SAD NEWS FOR NICK MORROW

Mr. Nick Morrow, our store interpreter, has received a letter from his father, who lives in Kharkoff, Ukraine, U.S.S.R. The letter was mailed on July 27th and arrived in Winnipeg on November 10th.

Nick's father reports that Nick's only brother has lost his life "by villainous hands of the Germans." Commenting on the general situation, he states that they "live now with difficulties which are inevitable after the military invasion and destruction." But they all hope to "bear with it and to achieve better life and nourishment in the future." Nick's father adds: "We have lived through horrible times and trust and hope that they will never come back."

SASKATOON MILITARY NOTES

Word has been received that Lieut. Jack Gerecke (hosiery) has been transferred to sunny Italy.

Pte. E. B. Elliott (furniture workroom) stationed in Italy, was injured recently, but we understand is back in the lines again.

We were glad to see Lieut. Jack Snowden, who was home just recently on two weeks' furlough and looking very fit indeed.

Capt. Bert Webb (display) has been transferred to District Depot No. 11, Vancouver. Captain Webb was home just recently on leave.

IT'S MAJOR HARDING NOW!

Word was recently received that **Roger B. Harding** (manager, women's accessories department), now with the R.C.O.C. at Ottawa, has been promoted to the rank of major. Congratulations, Major, from your staff and hundreds of friends throughout Eaton's!





EATONIAN MAKES HISTORY

Lieut. Roy Firth Honoured By Burgomaster of Bruges

First to enter the freed city of Bruges, Flanders, on September 12th, 1944, Lieut. Joseph Roy Firth, Manitoba Dragoons, was given the keys to the city by the burgomaster (or mayor).

As a token of gratitude to the Canadians, after years of Nazi oppression, the city fathers also made two presentations to Lieut. Firth. The first was a book of etchings by the celebrated artist Albert Goethals. This was inscribed with a written tribute to Lieut. Firth by Mr. Goethals. The second was a book of reproductions in colour of paintings by the renowned Flemish artist

Hans Memling. This was inscribed with a message of gratitude by the burgomaster, M. Victor Jan Hoestenbergh.

Roy (whom many will remember when he was with the jewellery staff, and whose brother, George Firth, is now in Italy) sent these beautiful souvenirs home for safekeeping. His mother kindly loaned them to "Contacts."

In pictures above, Lieut. Firth is being greeted by the burgomaster at the city hall, surrounded by city and religious officials. (Roy is the officer at left in lower picture.)

Major J. A. Argue Posted To Ottawa

Major James A. Argue, district signals officer for M.D. 10 since February, 1940, has been posted to Ottawa as second in command of signals, research and development establishment. In the last war Major Jim went overseas as a private. Returning after the war, he was associated with an A.P.A.M. signals unit. In 1936 he commanded the unit as a major, and in 1940 was appointed district signals officer.

* * *

Major Jim's former associates in the radio department and many friends around Eaton's wish him the best of luck in his new responsibilities at the capital.

A letter from **Dudley Adams**, a former Eatonian now living in Vancouver:

"Just a line to say we arrived back here after a very enjoyable vacation in Winnipeg. It was so nice to go into the store and see all of the old associates and get such a genuine welcome from all. Winnipeg has improved in the past six years. Your store looked just grand and I don't think Eaton's has to take a back seat to any of the big stores when it comes to displays and a really marvellous system. It's a known fact that any Eaton employee coming to these parts to establish residence is snapped up. It's that old Eaton training."

EDITOR OF "CONTACTS" CELEBRATES QUARTER-CENTURY WITH EATON'S

During his active editorship of "Contacts" it has fallen to the lot of **William E. C. Hurlburt** to write many a quarter-century tribute to other Eatonians. This time the boot is on the other foot . . . Bill is the "victim," and the following facts are presented without benefit of editing on his part.

We found "Ye Ed" in cheerful mood and, in the course of conversation, he owned up to the following facts: Born in Toronto, he got the wanderlust early and, on his first flight, spent one night in a country jail. He walked home 30 miles pushing a broken bike. In spite of a licking, he kept travelling, and finally was sent west by a Toronto manufacturing firm as a travelling



representative in the prairie provinces. In 1915 he enlisted in the Lord Strathcona's Horse (Royal Canadian) and Machine Gun Squadron, seeing service in France and Belgium. He joined Eaton's November 19th, 1919, while en route to Vancouver, and worked successively with the superintendent's office, transfer, cash, city advertising office and "Contacts." He married **Mildred Jackson**, of the city merchandise office, and has three children. A past president of Valour Road branch of the Canadian Legion, he has always taken a very keen interest in military matters. He probably knows more Eatonians of the First and Second World Wars than anyone else on the Eaton staff. For eighteen years he helped to organize and then marshalled Eaton's Santa Claus parade. "During that time," he said, "I have looked into the faces of over half a million children, and" he added with a smile, "if I have learned one fact in that time it is: **There is a Santa Claus!**"

"It's Hard Work . . . Unless You Like People"

To the vast majority of Eatonians Bill Hurlburt is, first and foremost, The Editor. His work has brought him in close touch with many people in every department of the store. And all are agreed on one thing: Whether he is digging up facts for a full page article, or gathering the information needed for a three-line item, he gives all work the same careful, sympathetic attention. No one ever gets the "brush-off" from Bill . . . and no trouble is too great when items have to be checked and re-checked. That's one reason why "Contacts" has grown, in Bill's capable hands, from a tiny leaflet to the big, well-written, well-illustrated and bright magazine which over 7,000 Eatonians look for eagerly on the first of every month. The other reason is that the editor is in love with his work. None of it, to him, is merely routine or mediocre. To illustrate what we mean, just look up your back copies and read again what your editor wrote on seven different occasions in support of Canada's seven Victory Loans. For our money, these little gems of salesmanship in print are among the best produced anywhere . . . and if you think because they're so easy to READ that they're easy to WRITE, just sit down sometime and try YOUR hand at it!

* * * * *

On Saturday, November 18th, many friends in the city advertising and around the store met at breakfast in the grill room to pay sincere tribute to Bill. Mr. John Ellis officiated admirably as chairman, calling on Mr. B. C. Scrivener, store superintendent, who spoke glowingly of his association with Bill Hurlburt, both in a business capacity and that of a friend. Mr. A. D. MacDonell, head of staff and welfare department, brought greetings from the staff as a whole, expressing the convictions of all when he said that Bill Hurlburt had in abundance the special qualifications required as editor of so popular a staff magazine as "Contacts."

Mr. E. R. Tennant, supervisor, printing plant, added felicitations, stating that his association with Bill Hurlburt had extended over his quarter-century of service.

Mr. W. Gould, head of photo department, besides officiating as photographer at the important event, added a dash of clever levity to the occasion with his own reading about the trials and tribulations of an editor.

Mr. Harry Anderson presented a Gladstone bag on behalf of the staff, in which was concealed, according to Mr. Anderson, a secret pocket. In this pocket, Mr. Hurlburt, with his usual true sentiment and versatile imagination, would find at any time the best wishes of all his friends.

Mrs. Hurlburt graciously received twenty-five red roses, presented by Miss Inez Frankland. Mr. Hurlburt thanked all those who had been so kind. He has attended hundreds of "do's" for Eatonians in the Quarter-Century Club. That this one was for him alone just didn't seem real!

Editor's Note—Deeply as is appreciated this collaboration of our contemporaries, we shudder to think of what "Contacts" readers will say: "Humph! Just because it's the editor's turn to howl he has to spread himself all over the lot." But alas! we're told the matter is entirely out of our hands. Anyway, thanks for all your good wishes—it was a wonderful "birthday"!



BASEMENT STORE



Betty McDermot, foodateria, was entertained at breakfast in the grill room by the department, before leaving to be married on November 8th to Sgt. K. R. Strome, R.C.A.F. Mr. A. Carr presented Betty with bed linen and a blanket from the staff.

Honouring Miss Jean Knowles and Miss Julie Spence, basement luncheonette, brides-elect of November 11th, the girls of 300 M gathered together and presented Jean with an attractive coffee table and book ends, and Julie received a beautiful wall mirror. We all wish them the best of luck!



Winnie Bassett, basement drug counter, is left to mourn the loss of her brother, who has been killed serving overseas with the Camerons on active service. We extend sympathy to Winnie at this time.

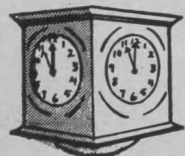


Magnea Johnson, basement drug counter, is waving her left hand around more than usual lately. The reason is a sparkling diamond on her third finger. We wonder, does she let her right hand know what her left hand's doing?

On going to press we learn that Dorothy Hynes and Myrtle Olson (basement foodateria) are both flashing diamonds on that all-important finger. Best wishes to you both!

* * *

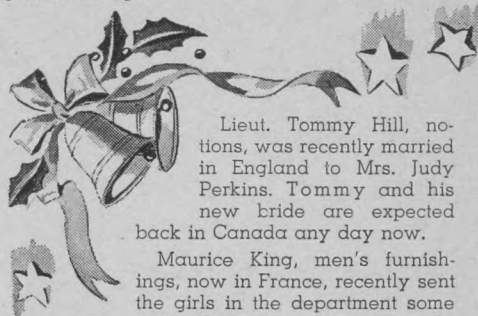
MAIN FLOOR



The gloves and hosiery department comes forward with some wedding notes this month. The bride is Mildred Pearson, glove counter, and the bridegroom is Jack Burton. The wedding took place November 10th in Knox Church.

Mrs. Dawson, formerly Caroline Johnston of the surgical counter, dropped in from northern Manitoba for a visit recently.

Our sincere condolences are offered to Sybil Lay, whose brother died recently in Hamilton, Ont.; and to Margaret Gillespie, whose father passed away.



Lieut. Tommy Hill, notions, was recently married in England to Mrs. Judy Perkins. Tommy and his new bride are expected back in Canada any day now.

Maurice King, men's furnishings, now in France, recently sent the girls in the department some unusual handkerchiefs, daintily embroidered with the usual fine handwork.

We hear that George Firth, boys' furnishings, and Frankie Thompson, men's furnishings, are still slogging it out in Italy. Frankie seems to be the worse for wear, and not entirely from overwork, either.

Orchids to Greta Hammerstrand, of the jewellery department. We quote from a recent letter written by a customer re Greta's courtesy and thoughtfulness: "... I should like to mention that this salesclerk was very kind to me—helped me choose the bracelet and the words to be used in the engraving ... reminded me that the employees' special discount was still available and directed me to the transfer office. I would like to say a most grateful 'thank you' to The T. Eaton Co. Limited for this wonderful service which they extend to their customers.

"Yours truly,

"Mrs. B. Fisher."

Here are some newsy notes from the drug department:

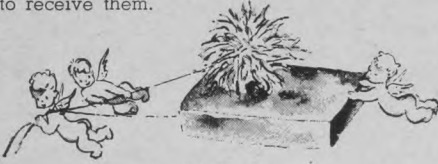
Mrs. A. Sennett, drug order board, and Mrs. J. Wood, drug counter, who recently underwent an operation, are recuperating favourably at home, we are glad to report.

Mr. J. M. Merrett, of Calgary store, and Mr. J. Maley, of Edmonton store, were in for a visit recently.

Elsie Deeks, camera counter, has arrived overseas with the St. John Ambulance Brigade. Elsie says she was bombed out of her first quarters, so is really experiencing lots of thrills and excitement.



Dick Leeson, now in the navy, has written to thank his friends in the drug department for the recent gift of cigarettes. He was delighted to receive them.



SECOND FLOOR



The staples department entertained visitors from the west recently, namely western store representatives. On October 30th a luncheon was held in their honour at which Mr. Gilbert M. Eaton pre-

sided as chairman.

Mrs. Margaret Trevor, formerly Margaret Buchan of the staples, has recently been promoted to Probationary Sub-Lieutenant in the Wrens. Her husband is also in the navy.



THIRD FLOOR



Honouring Miss Edith Weigelt, health bar, who left to be married, the girls of 300 C gathered together and presented her with a lovely wall mirror. We all wish her the best of luck.

Thanks to Rose Cartie, we have this report from the meat department:

There was a reason for those happy and contented employees one certain Wednesday, for the previous night, Tuesday, October 24th, proved to be a most successful evening for the meat department. Including the basement, order board and third floor, a crowd of about one hundred and thirty turned out to attend a weiner roast at Sturgeon Creek Community Hall, and once into the spirit of it all, neither time nor distance seemed to worry anyone. With what little time there was left, after a busy evening of dancing, singing and individual entertainment, all seemed only too glad to have a minute to catch a breath. Yes, it was a busy evening from when they first briskly walked in until they finally but half-heartedly made their way homewards. To those who didn't attend, it's "the more the merrier," so we hope to see you all at the next gathering!

George Berry, hardware, a recent Quarter-Century Club member, is looking fit and well after his well-earned holiday.



Frances Saunders, sporting goods office, is wearing a shimmering sparkler on you-know-what finger. The lucky man is Andy Branigan, well-known local hockey player.

Chris. Marshall, D.A. office, now with the R.C.A.F. (women's division), has arrived overseas. Chris. was with the D.A. office for thirteen years before joining the R.C.A.F.

The hardware department was glad to hear from Jack Meyers recently. He is a prisoner of war in Germany.

FOURTH FLOOR



Miss Myrtle Caughey, women's sportswear, was recently married to A/B Donald Lough, R.C.N.V.R., at Young United Church. The happy couple left for a short honeymoon in the east. Before leaving, the bride was presented with a gift of pyrex

from the department.

Another happy bride from the women's sportswear is Blanche Kyle, who was recently married to Mr. E. Sutton in Winnipeg.

Many festivities have been under way in the lingerie department. Mrs. D. Colbeck left to be with her husband in Edmonton and received a presentation from the department. Then Gertie McKee was married and a linen shower was held at Edna Hunter's home for her. A presentation was also made from the department.



FIFTH FLOOR

This smiling bride is May Whitfield, fifth floor restaurant bar, who became the bride of L/Ac William Newsome, R.A.F., recently. Those lovely gifts you see are from the staff of the department.



SIXTH FLOOR



Mrs. Agnes McKeen, paints, who has been with the store for eighteen years, has left to take a position in her home town of Carlton, Sask. The girls in the department had a party for her at the home of Mrs.



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D. Curwain and invited Mrs. McKeen's friends throughout the store. At this time she was given a beautiful housecoat and slippers. Then the department got together at a later date to bid farewell to Mrs. McKeen and presented her with a black leather handbag. Best of luck, Mrs. McKeen!

P/O Davy Gordon and L/Ac Lorne Jackson were in to say "hello" to their many friends on the sixth floor.

We've also received word that L/Ac Bert Dollohy has arrived safely in England.



Underground news from the carpets and rugs: According to word received recently, Jack MacMurphy is in Italy and Bill Patterson is with the R.C.A. in Holland. Harold Ticehurst, of H.M.C.S. Prince Robert, is now ashore at the west coast on leave. Petty Officer Davy Gordon is home on sick leave. Our greetings to Mrs. M. Davies, Mr. R. Spencer and Mr. T. Potter, who are on the sick list. Best wishes for a speedy recovery to you all.

We welcome back Daisy Ross (paints and wallpapers phones), who has returned from her quarter-century holiday at the coast looking hale and hearty.

* * *

SEVENTH FLOOR



Congratulations to Mr. and Mrs. "Gus" Brownrigg on the birth of a son, Edward Michael, November 6th. "Gus" is with the furniture department and Phyllis was formerly of the draperies.

Here's good news! Rifleman Arthur MacDonell, brother of Ellen, furniture office, who has been missing since June 8th in France, is now reported by the Red Cross to be a prisoner of war in Germany.



* * *

EIGHTH FLOOR



Martha MacKenzie, sales audit, received a sparkling diamond on November 11th from A/B Ronald Paul, R.C.N. Martha has been four and a half years with the store

and the best wishes of all her friends are extended at this time.

Department 1764 recently received a visit from Wren Wilma Hutchinson, who was in Winnipeg on two weeks' leave. Wilma, who was one of our photographic printers, is stationed at Annapolis, N.S. Her life in the navy, and no doubt the physical training exercises, have certainly agreed with Wilma.

Twenty-Four

THE MASTER RACE

Audrey Joy, jewellery department parcel desk, proudly received news recently that her brother, Sapper R. W. Joy, despatch rider, had captured forty-nine Germans near Esschen, Germany. He and a companion brought in the prisoners along with the Germans' own weapons. Sapper Joy says it was just like a game of hide-and-go-seek, with the Jerries anxious to be found.



ELEVATORS

You have read about Elaine Bowman in November "Contacts," but her picture reached us too late for publication. So here she is now, smile, roses and all. And no wonder, for she's a happy bride.

VERSATILE EATONIANS

You may not have realized it, but many of our Eatonians have quite a flair for that popular hobby, music. If by any chance you had attended a performance of "The Country Girl" produced by Winnipeg's Metropolitan Choir, you would have seen on the programme names of some of your co-workers taking an active part in the production. Here are some, to mention a few: Mrs. McCartney, Miss E. Walton (staples), Miss Florence Spikett (basement stockroom), Miss Lillian Chambers (sales audit), Miss Winslow (mail order), Messrs. W. Lord, S. Comba, Dick Turpin and Dave Ross. Charlie Davies, of 132 department, had a hand in the production, too.

Editor's Note—We are indebted to Mr. W. Gould, head of department, photo workroom, and Mr. T. Masters, engineers, for the following information.

DOODLE BUGS—1944 STYLE

We regret that space does not permit our showing a cut of where the "doodle bugs" or flying bombs have crashed in England. Thousands of dots indicate bombed areas—in eighty days two thousand, four hundred bombs fell in Kent alone. A woman who lives in the heart of Croydon had not been in bed for eleven weeks, having spent each night in a cellar or some other underground place. Truly we are very fortunate to be living in Winnipeg.

Our thoughts are with Pearl McCartney, sales and expense offices, who suffered the loss of her beloved mother at Gladstone, Man., on Saturday, November 18th.



Seen and heard in the MAIL ORDER



By R. Einarson and W. Simpson



We are pleased to hear that Mr. C. Cook, of 122 department, is making splendid progress after his recent operation. Sorry we have not all been able to visit you in hospital, but our thoughts and best wishes have been with you all the time, so

hurry up, Cliff—we need you.

Another letter has arrived from J. Ferguson. He wishes to thank all his correspondents for the nice letters he has received and hopes to see them all personally in the near future.

Our sympathy is extended to Margaret Stanley in the loss of her brother on November 16th.

Our deepest sympathy goes out to Joe Pollock in the loss of his father on November 15th.

We are pleased to report that Annie Picklyk, who underwent a serious operation, is progressing very nicely. We all wish you a speedy recovery and hope to see you soon, Annie.

Our deepest sympathy is extended to Helen Burns and family in the loss of her mother on November 19th.

* * *

By B. Dixon and R. Wood

Mail order drugs



Congratulations are extended at this time to Mr. A. (Art) Wright; on having become a member of the Quarter-Century Club on the morning of November 4th. Our best wishes were extended by Mr. Green as he presented Art with a tri-lite lamp, a token of appreciation from the gang.

Remember Clyde Smith? He was up to see us not long ago, looking very well.

Since last we went to press, five more turkeys have been won by the following: Mr. J. McNiven (61), Miss L. Reach (12), Miss U. McKenzie (5), Miss J. Clements (12) and Mr. D. Gray (5).

We are pleased to welcome among us Mr. W. Reid as staff supervisor for the busy season.

* * *

By E. Sim and M. Mackie

Mail order dress goods



Cupid was abroad again and found a happy "victim" in Thelma Scanlon. She is now wearing a beautiful diamond on that all-important finger. Best of luck, Thelma and Tom!

We are pleased to have our charming mail-girl, Edie Dawson, back on the job again, minus her tonsils, after an absence of two weeks.

Agnes Bishop has been laid up with a sprained ankle. We all hope you'll be able to be back with us soon, Queenie.

We received a letter from L/Ac Sam McMaster saying that he has arrived overseas and is enjoying the English scenery.

Frankie Hinde, our exchange girl, is back from a month's vacation in sunny California, looking very fit.

Simmone David, who left the department recently to live in Montreal, has had word that her brother has been killed in action in France. We are all sorry to hear of his death and join in extending our heartfelt sympathy to Simmone and her family.

CONTACTS

Ronnie Finch-Field's brother Edward, who has been reported missing several months in France, has been reported a prisoner of war in Germany. Edward is the second son in this family now in German hands.

* * *

By M. Fraser, C. Dewar and E. Bowen



Departments 3 and 4 were delighted by a visit from P/O "Mac" Cooper, D.F.C., who has just arrived home after nineteen months with the R.C.A.F. overseas. Mac is looking forward to the coming of his Scottish bride, and we join him in wishing her a safe journey and early arrival at her new Canadian home.

Our deepest sympathy is extended to Edna Greene in the death of her sister, Mrs. H. J. Wadsworth, who passed away November 8th at Black Diamond, Alta.

Quarter-Century Honours

On October 20th, Mr. Charlie Parkin, of 11 department, joined the Quarter-Century Club. On behalf of fellow workers and friends, Mr. F. Barnsdale presented Charlie with a beautiful end table, extending congratulations and best wishes for the future. Department 28, where Charlie spent twenty of his twenty-five years, presented Charlie with a silver cake and silver relish dish.

On November 11th, Mr. F. Barnsdale, head of department 210, joined the Quarter-Century Club. Departments 10, 11 and 46 joined with Mr. Barnsdale's friends in congratulations and best wishes. Mr. R. Stronach, on behalf of the staff, presented Mr. Barnsdale with a set of military brushes. Good luck for the years ahead, Mr. Barnsdale!

Engagement: The beautiful diamond Isabel Ross (department 11) is wearing is a token from Jack Donaldson, R.A.F., of Glasgow, Scotland. Best wishes for the future, Isabel!

Alice Murphy, of 44 mail order, became the happy bride of L/S Edward Lovburg, R.C.N. V.R., on November 11th at 2 p.m. in Augustine Church. Before leaving to be married, Alice was presented with a gift of blankets by Mr. F. H. Martin on behalf of her fellow workers. Following a short honeymoon, the bridegroom will return to his ship and the bride will remain in Winnipeg.

* * *

By D. Couch, R. Souter, D. Balsdon and M. Smyth



October 21st was a big day for Mr. J. R. McDonald, of 116, when he retired from the firm after twenty-seven years' service. On behalf of the management and staff, Mr. G. A. MacNeill, department manager, made a presentation of a lovely upholstered chair. We all join in wishing Mr. McDonald many happy years ahead.

Our deepest sympathy goes out to Joyce Watson in the loss of her mother.

Miss Josephine Ness, who joined the Quarter-Century Club on October 21, was presented with a beautiful case of flatware from the de-

partment. She was also the recipient of many more lovely gifts.

Another member of our department who joined the ranks of the Quarter-Century Club on October 27th was Myrtle Young, who received a cedar chest from the department.

On October 27th a very enjoyable dinner was held in honour of both these Quarter-Centuryites in the Marlborough Hotel, which was well attended by members of the departments. After a delicious dinner a sing-song was enjoyed by all.

Eileen Masters was married on October 14th to F/O Richard Little, R.C.A.F., who returned recently from overseas. Eileen's gift from the department was a console mirror, and she was also presented with a tea wagon at a shower held in the Antique Tea Rooms.

Marguerite Slater became the bride of Flt/Sgt. Robert Sacouman, R.C.A.F., on November 9th. She was presented with a gift of English wool blankets from the department. At a shower held at the home of Mrs. Kay Farquhar, Marguerite received a breakfast set and a table cloth.

Harold Brown dropped in to see us the other day. He is now a pilot officer with the R.C. A.F. at Calgary.

We welcome to the mail order advertising at this time Gwen Bundy, Louise Holland and Hazel Reid.

Doris Moscarella is the latest gal in our midst to join the ranks of diamond wearers. F/O W. E. Watling, R.A.F., is the lucky man. Best wishes to the happy pair!

* * *

By M. Scott, W. Stewart, N. Robson, W. Quayle, L. Montgomery, H. Price and D. Kroeling



Words cannot convey the feelings that departments 22 and 24 would like to extend to Mrs. Halliday, who has just received word that her husband has been killed in action in Belgium. We would also like to extend our sympathy to Annabelle Ogden, whose mother died recently.

Cents and Dollars

A correspondent writes: "I think the enclosed is a cute way of asking for financial support in a country not blessed with endowments. Once I lived in Regina, Canada, and often the collection was not enough to provide the vicar with his week's provisions."

A big silver dollar and a little brown cent
Rolling along together went.
Rolling along on the smooth sidewalk,
When the dollar remarked—for dollars do talk—
"You poor little cent, you cheap little mite,
I am bigger than you and twice as bright,
I am worth more than you a hundredfold,
And written on me in letters bold
Is the motto drawn from a pious creed,
'In God We Trust' which all may read."
"Yes, I know," said the cent. "I'm a cheap little mite;
And I know I'm not big, nor good, nor bright,
And yet," said the cent with a meek little sigh,
"You don't go to church as often as I."

Very glad to report that Mr. Norman McDonald is out of the hospital and making a rapid recovery. We'll be glad to see you back at work, Norman.

Anna Stefansson is in the hospital undergoing an operation. We wish her a speedy recovery and hope to see her soon.

Congratulations are in order for Mr. Jack Johnson, manager of department 1, also Miss May Scott, on the occasion of Mr. John's thirty-fifth anniversary with the Company and Miss Scott's twenty-fifth anniversary with the Company. Mr. Campbell and staff of department 1 were out in full force to show their esteem. They all sat down to a very nice dinner held at the Blackstone, after which a presentation of a coffee table was made to Mr. Johnson, and a compact to Mrs. Johnson.

On October 6th the staff of department 1 gathered around Miss Scott's desk and presented her with a lovely occasional chair. Miss Scott has spent all of her twenty-five years with department 1. She is keenly interested in outdoor sports, having played baseball, tennis, and does quite a lot of cycling.

Our sincere sympathy is extended to Mr. F. Hayman (department 15) and Mrs. Hayman and family in the loss of their son and brother, Lieut. Frank Hayman, who was recently killed in action in Holland.

Congratulations to Mr. W. J. Reid, of mail order men's furnishings, who completed thirty years' service with the Company on November 2nd. Bill was host to many visitors on that day. He is still going strong and looks good for another thirty years yet. Good luck, Bill, from all of us!

Gus Anderson (candy factory) was married November 4th and the department presented him with a pair of blankets.

Angelina Martel was presented with a gift when she left the department on November 11th to go out west.

Mr. Grose canvassed the department for the Seventh Victory Loan and we doubled the amount raised on the first loan. Good work again, "candy kids!"

Once again mail order notions had the privilege of honouring another member of its staff to the Quarter-Century Club. Miss Simpson joined the Company just after she came out to Canada from Scotland and has stayed with us ever since. On behalf of the two departments Mr. J. W. Aker presented Miss Simpson with a lovely watch and thanked her for her loyalty and good work. Miss Simpson received many other lovely gifts from friends.

PRINTING DEPARTMENT



Two of our department have left for far fields: Mr. James Russell retired after completing twenty-five years' service, and will make his home in Toronto. On leaving, he

was presented with pipes, humidor and tobacco. Miss Margaret Bowering, accompanied by her father, George Bowering, and her sister, will live in Vancouver. Margaret was presented with a wrist watch by the members of the department.

The sum of \$30 was collected by Mrs. M. Rutherford from department 1745 for the Christmas cheer for the Penny-a-Week Club.

We are sorry to hear that Miss Rhoda Savage is in hospital following an accident on the street car.

Letters From Friends in the Services

Pat Greer: "I am writing this from old England, as I arrived here safely; had a fine ocean crossing. We are having preliminary training here, also commando course. I saw the first glider train last Sunday and it was quite a sight. Have visited my relatives in Glasgow; am stationed in Yorkshire."

Stan Norton is now in France or Belgium.

Charlie Jenner, in Italy: "We are in action and it is tough going as the weather is against us. I was fortunate enough to scrounge an upstairs bedroom in a house, or what was left of it. The roof is there but half the walls and floor are missing. We have plenty of blankets, so I am O.K. in that respect. The trouble with the houses is they are always full of fleas. Can't get eggs at any price—guess Jerry is taking the layers along with him. Sworn off drinking any more wine in this country. As you know, they have big vats; they put the grapes in, then trample around, squashing the grapes with their bare feet. This morning I saw the Wop and his son walking across the mud and manure barefooted, then jumping into the vat. That cured me!"

Len Reed, on board the Swansea: "I have just been on seven days leave. Went to Belfast, stayed at the Canadian Legion, which is a very nice place. I received 'Contacts' and was certainly glad to get it."

Received a beautiful post card from Jim Mathieson: a canal lined with linden trees in Ghent, Belgium.

Doug Thrush says: "All the boys are sorry to hear of Dave Irons' illness. Hope the war will end soon so they can return home."

From Bill Forrester: "I have a nice room in a French home—soft bed, sheets, and comfortable, just like a hotel. These people where we are now sure are nice. When I go away on my trips they feel sorry for me, as they know I have to sleep in the cab of the lorry. The seats are long and wide enough for me to lay my bedroll down, so it is not so bad. I do not suppose there were many in the last war able to go through three countries and back again. (Ask Archie how he likes that!) I pass the monument in the morning and into the other two countries, and sometimes on my way back again. I would like to show him where I have travelled on my maps. Parts of the country are very nice, but I think I would settle for Manitoba any time."

Bill Vivian: "We have made another move. It wasn't a long hop but is a big improvement. We are in billets now in quite a large city. There are some good shows and ice cream parlours. Most of the pictures have English sound with French or Belgian wording along the bottom."

Findlay Cameron: "This is the place where you get the minimum of news. 'Twas ever thus. In fact, our only sources of reliable information are the B.B.C. and the newspaper; from both of them we get news twenty-four hours late unless something real hot breaks. The lads up front suffer the same way. They only know what happens in their sector."

CONTACTS



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W. E. C. HURLBURT
 City Advertising
 Associate Editor:
MARGUERITE MERRITT
 City Advertising

From **Sgt. Bill Booth, R.C.A.F., Quebec:**

"Just a few lines from Quebec, where I am still instructing in wireless. There are several Winnipeegers on our school staff, and the wife of one of our pilots was formerly employed in the women's shoe department before marriage. . . . Needless to say, 'Contacts' goes the rounds even though many are not ex-Eaton employees, so please keep it coming.

"I do not write very often for I feel that news from all our boys and girls overseas is far more looked forward to than news from us in Canada here. . . . Every time we graduate a class it is not without mingled feelings of pride and envy that we see them go, wishing in our own hearts that we could be with them, a part of them, on their great adventure. . . . When we hear of some new deed or exploit of the now famous Mosquito squadrons we can't help feeling more than justly proud of 'our' boys, knowing that we had some small part in helping to build up that wonderful display of teamwork that is so much a part of any successful fighting force today. Let us hope that the day is not far distant when many of us will again be back in the 'big friendly store' renewing old acquaintances and friends and making new ones. To my old friends in what was formerly 54 mail I send a big 'hello' and hope you are all as well and happy as can be hoped for in these days of great anxiety for the safe return of those loved ones 'over there.' Cheerio for now—and a very Merry Christmas!"

Twenty-Eight

Appointments

MOOSE JAW

B.P., D.A. and C.A. Office—Head cashier: MR. D. GRAINGER, head of department.

Wages Office—MISS M. HARWOOD, head of department.

Journey's End

Official word has been received that **Captain Harold Moge**y was killed in action on October 28th.

It is always a sad duty for this scribe to report those of our ranks who have made the supreme sacrifice on the field of battle. Most of them we knew so well and ere they left for overseas many came up to the office to bid us au revoir.

Harold Moge was one of our dearest friends—and on our desk lies his last letter to "Contacts," written from Holland shortly before he was killed. A gallant and promising officer in the flower of his youth, he also was one of our most promising Eatonians of the younger generation. High-spirited, warm-hearted and friendly, his happy disposition and sunny smile endeared him to all—especially to his associates of the budget plan office, by whom he will be greatly missed.



Harold was the only son of Mr. Fred J. Moge (head of the drugs and stationery in Regina store) and Mrs. Moge, to whom is extended the deepest sympathy of all Eatonians.

Department 300 Honours Edna Couser

On Monday, November 20th, Miss Edna Couser, popular section head of the basement luncheonette, and bride-elect of November 25th, was honoured at a shower at the home of Miss Jenny Simm. Forty members of department 300 and friends were present and spent a very enjoyable evening with singing and recitations, after which refreshments were served. Miss Kelly then presented the guest of honour with a coffee table, table lamp and Irish linen tray cloth.

On Tuesday, November 21st, members of department 300 gathered to honour Miss Edna Couser, presenting her with a chest of flatware in the "Danish Princess" pattern.

We all join in wishing Edna the very best of everything.

In Memoriam



J. G. WHITEHEAD, retired assistant manager of Eaton's adjustment bureau, died November 9th at his home. Mr. Whitehead was born in Prince Edward Island and started with the Winnipeg store in 1906, retiring in 1942. His wife predeceased him. He is survived by one son, Surgeon-Lieut. Robert, with the R.C.N.V.R., two brothers and one sister.

GEORGE EDWARD GRIFFITHS, former head floorman with the Company, retired, died on Sunday, November 5th. He was born in Hertford, England, and came to Canada in 1910. After serving twenty-nine years with Eaton's, he retired in 1941. Our deepest sympathy is extended to his widow, one son and two daughters, who survive.

BILLY FRENCH, formerly with the men's and boys' furnishings, was recently killed in action while serving with the Canadian army in Belgium. Billy is the son of Tommy French, now retired, and the brother of Mrs. John Paterson. Our heartfelt condolences are extended to the family in this bereavement.

MRS. ALEXANDER DUNLOP, mother of Mr. Jack Dunlop (supervisor, basement store) and Mr. Alex Dunlop (carpenters), died on Tuesday, October 31st. Mrs. Dunlop had attained the splendid age of 87. Our sincere thoughts are with the grieving family at this time.

We grieve with HAROLD ASELTINE (sporting goods) in the death of his father, who died Saturday, November 11th. Mr. Aseltine was born in Kingston, Ont., and came to Winnipeg in 1903. He was in his eighty-eighth year at the time of his death.

Our sympathies are with MR. W. D. McLAREN, head of printing department, on the death of his brother, R. A. McLaren, of Renfrew, Ont. Mr. McLaren left for the east to attend the funeral, and has since returned.

Our sincere sympathy to MR. W. G. THOMSON (supervisor, children's shoes) in the loss of his mother, Mrs. W. J. Thomson, who passed away Saturday, November 18th. A native of Barrie, Ont., Mrs. Thomson had lived in Winnipeg for sixty-seven years. She is survived by her husband, two sons and five daughters.

Your Most Precious Gift...

And It Does Not Cost You a Cent!



NOW, in this season of giving . . . in memory of Him who gave all . . . will you give a small donation of your blood to save the life of a Canadian soldier? As the invasion deepens, casualties mount higher, yet because of Allied successes the supply of life-giving blood serum has slackened critically. Never let it be said that brave lads died on the battlefield because we thoughtlessly neglected to offer our blood to save their lives!

It is an honour and a privilege to bring new life to a wounded soldier, simply by becoming a blood donor!

Giving blood is a painless, harmless experience and Eaton men between the ages of 18 and 60 are asked to give it now!

Register at the Welfare Office

THE T. EATON WINNIPEG	C^o LIMITED CANADA
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